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BIG Investment

BIG Opportunities

BIG Future

BIG Ambitions

- My job is to set the scene for you for the Conference today, and give you a flying overview of how and why Bognor Regis is on the up.
- When I talk about “us” it’s all the stakeholders on Bognor Regis who have come together in partnership and desire to improve the town. Its “us”, but it’s also you, and you and you....
- BIG Investment – BIG numbers. Over £280m over the last decade invested by the public and private sector – big stuff like schools, homes, roads, University, Butlin’s, but also small stuff like shop front and refits, new cafes, better parks.
- Over £290m is being delivered as we sit here right now – things you’ll hear a lot more about today like University’s Tech Park, Butlin’s Splash Pool, Rolls Royce Motor Cars Bognor Regis Centre.
- And £970m more is planned – creating BIG Opportunities for both business and the public - Enterprise Bognor Regis, thousands of new homes, major road improvements.
- There’s a BIG Future planned for Bognor Regis, and we’d like to take you with us on this journey. There’s BIG plans for growth and bringing higher paid, higher skilled jobs here so out-commuting

reduces and graduate retention increases. Space and support for knowledge-based and creative businesses to start and grow, and attractive new homes for people to live in – the Local Plan includes 5,500 new homes locally. Bognor Regis sits between the sea and the South Downs, a location with quality of life that many can only dream of. And all this with available development land at affordable prices.... HemingwayDesign will tell you more about the place-branding work they are doing with us to challenge the negative, change the narrative and Big Up the positive – and boy is there a lot of positive to celebrate!

- There's BIG Ambitions centred around aiming high, going for quality and being world-class and the best – think Rolls Royce locating here, the multi-award-winning Butlin's customer service and conference facilities, the unique Gardens by the Sea, and the new Tech Park bringing Engineering to the University for the first time. Never again do we want to hear "it's only Bognor Regis – that'll do...."

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#### **BIG Investment – Before**

- Run-down and empty industrial space – this was the derelict LEC building, and Butlin's customers staying in self-catering chalets.
- University campus occupied (or rather not occupied) by teachers in training.
- Limited new housing of all types, with a predominance of houses in multiple occupation

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It was....

- Dated and tired public realm, pedestrian areas overrun with traffic and town centre roads clogged with through-traffic .
- Allocated commercial and industrial land standing undeveloped.

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Now...

- Butlin's customers staying in their three 4\* hotels with £76m investment over 10 years.
- Out of town Sainsbury's open on the old LEC site – c£50m

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And..

- £2.5m enhancements to Hotham Park including a new quality café-restaurant.
- University students living on campus full time and enjoying new library and Business School facilities – investment of £14m.
- Major housing developments at Flansham and Bersted delivering 1350 new homes, community and greenspace facilities and the £28m relief road taking through traffic out of the town centre

## **Side 7**

And...

- New award-winning high quality seafront apartments at Esplanade Grande and Compass Point – c £13m investment.
- Enterprise Bognor Regis opportunity site occupied by Rolls Royce Motor Cars amongst others.

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And....

- £2.8m high quality town centre public realm transformation including new town gateway at £2m refurbished Grade II listed railway station – this project was levered in off the back of the public realm work.
- Private investment in town centre business premises since the completion of the first phase of public realm enhancements is estimated at £3m with over 50% of premises being improved.
- Town Centre Manager post funded by 5 local partners in place, bringing new quality events and vibrancy to the town centre. In the three years since town centre management started, the change in the place is remarkable.
- The future of town centre management has recently been secured by businesses voting overwhelmingly to support the proposal for a Business Improvement District. They voted to pay an extra levy on their business rates for 5 years to Make Bognor Better for Business

which will raise a total of over £700,000 over the 5 years. Businesses – we applaud you. In a short term world, a bit of long term commitment can make a huge difference.

- You might have noticed there's a big emphasis on quality coming through here....

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Coming soon....

- New £36m Engineering and Digital Technology Park at University bringing an extra 1500 students to the town
- New £35m World-class Splash Pool at Butlin's,

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BIG Opportunities

- The south coast area is starved of strategic sites and land for development for both homes and businesses. Squeezed by the sea and the South Downs National Park, the coastal strip is particularly short of space. Add to this the overheated economy around Brighton which is driving prices there unaffordably high, and the planned improvements to the A27 and A29 trunk roads, and Bognor Regis is a live development opportunity. Uniquely for this area, there is plentiful commercial development land. Arun DC Planning has shown its teeth in the past to protect and retain this commercial land allocation from retail development.

- The Investment Prospectus you'll find in your Goody Bag sets out some of the opportunities in Bognor Regis
- Enterprise Bognor Regis – 4 sites and a 20-year commercial land reservoir benefitting from proximity to the new relief road to provide good links to trunk roads. Oldlands Farm, Saltbox, Rowan Park and the LEC airfield.
  - Oldlands is already home to Rolls Royce which is currently building Phase 2 of their site, and planning has been approved for the agents, Hanbury to develop the rest of the site.
  - Saltbox is in the process of submitting a planning application with their anchor tenant secured, and also has the benefit of access to the Langmead's solar farm power.
  - The council owns Rowan Park which is a caravan site and in the longer term this site could be developed once the caravan site has been relocated.
  - The LEC Airfield site likely to be a later "Phase 2" because of the lack of transport links, but is currently occupied by BR Gliding Club which is a perfect use for this site, with plans for future developments.
- If you're a business looking to grow, you need to be speaking to the land owners or their agents. This is a discussion you can't afford not to have!

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### More BIG Opportunities

A27 Arundel – central government funding allocated to install a dual carriageway around the current single lane bottleneck of Arundel. The congestion on this road creates major logistic and cost issues for both the public and businesses. There is a Highways England consultation open until 16 October which considers several routes. Make a note of the link above and make sure you have your say!

- A29 improvements planned as part of the Barnham Eastergate Westergate developments together with £13m allocated funding from the Coast to Capital Local Enterprise Partnership, including straightening and widening of the road and a bridge or tunnel to cross the railway in place of the unloved Westergate level crossing.
- Local Plan Housing – major sites in wider Bognor Regis around Pagham (1200 homes) and west of Bersted near Chalcraft Lane (2500 homes) plus up to 3000 in nearby Barnham/Eastergate/Westergate

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### BIG Future

- You'll hear a lot about the plans for the future of Bognor Regis today. We want you to be part of that future, we need your input, ideas, support and positivity. We ask that you all do one thing for us while you are here. There's a blank 'Ideas Wall' over there and we need to fill it with sticky pad "bricks" from your goody bag of the things that

each and every one of us can bring to the future of our town, and ideas to make Bognor Regis better, so everyone please write and stick one or more on the wall!

- You've heard Wayne Hemingway will tell us all about the place branding initiative that's currently underway which aims to change perceptions of Bognor Regis, and promote a new positive narrative for the town. You can get involved by completing the survey that's collecting views and perceptions about Bognor Regis. We need as many people as possible to do this so we gather the range of views out there to help us figure out what needs to change to make Bognor a better version of itself. The link is here and in your papers, so if you haven't already done it, get in there! Tell your friends, family and get them all at it! If HemingwayDesign can deliver anything close to the change that another of their projects in Margate has done, the impact of their work will be truly transformational.
- We believe Bognor Regis is on the up, but we're not alone.
- Local businesses believe in Bognor Regis. The approval of the town centre Business Improvement District where businesses will be investing over £700,000 their hard-won £££ to improve the town clearly demonstrates this.
- Successful local businesses are looking to grow and invest in the town such as the Beachcroft Hotel, URT Group, South Coast Composites and Pinks Vintage Ice Cream
- West Sussex County Council is investing in Bognor Regis through the Creative Digital Hub, a shared workspace in the newly refurbished Railway Station Booking Halls spaces.
- Arun District Council is investing in the future of Bognor Regis. Some of the first new council houses funded by the Council to be

built in Arun for 28 years are in Bognor Regis, and have recently been handed over.

- The Council is serious about investing in the town and delivering change, and serious in our aspirations and ambitions for Bognor Regis. Speaking of ambition....

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#### **BIG Ambitions....Gardens by the Sea**

- The Gardens by the Sea scheme for the Regis and Hothampton sites is the embodiment of the ambition for the town. Arun District Council doesn't own much land in Bognor Regis, but is fully determined to extract the maximum regeneration benefit from the land it does own.
- The plans for these two car park sites aim to bring something new and unique to Bognor Regis to attract both residents and visitors alike to visit the town. Concept designs have been approved by Members, and we are working towards delivery of these ambitious designs
- The Regis Centre plans include an indoor Winter Gardens and multi-functional cultural and exhibition hub and is both aspirational and ambitious. It will deliver an all-weather, all year round, all day and evening destination.
- The concept designs also include a hotel with pub/restaurant, an elevated walkway with other bars, shops, cafes and restaurants, seafront apartments, decked parking and improved public realm linking the seafront seamlessly with the Winter Gardens. We are currently working with stakeholders such as Whitbreads and Town Council to develop and test these plans, and take them to the next stage.

- These plans are ambitious, but we all have to aim high for Bognor Regis. The plans will need lot of funding to make it a reality, but the ambition and aspiration are there for everyone to see.

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### Gardens by the Sea

- The Hothamton site will have two halves, with the east side being a new high-quality Linear Park with play facilities, café/bar kiosks, open views to the seafront and most of the car parking. The west side will have tiered residential towers with both luxury apartments at the seaward end and either student accommodation, Butlin's staff accommodation and/or affordable housing elsewhere, with shops, cafes, bars or business premises on the ground floor.
- These projects underline the Council's commitment and ambitions for regeneration in Bognor Regis. The Leader of the Council, Gillian Brown is Portfolio Holder for Regeneration and I, as Chief Executive take an active interest as evidenced by my standing before you today.
- There is also a third council-owned parking site, the London Road Lorry Park which, subject to usual council approvals, is likely to be taken to market soon.
- Thank you for listening, and I hope I've given you an overall strategic view of regeneration in Bognor Regis.
- Any questions?